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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/706,379	
	Filing Date	11/12/2003	
	First Named Inventor	Caplinger	
	Art Unit	2173	
	Examiner Name		
Total Number of Pages in This Submission		Attorney Docket Number	

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
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<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	R. CHRISTIAN MACKE
Signature	
Date	2/25/2004

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	
Typed or printed name	R. CHRISTIAN MACKE
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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Docket No.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Gary L. Caplinger et al

Serial No.: 10/706,379

Filed: 11/12/2003

For: METHOD FOR PRODUCING TARGETED:  
PROMOTIONAL INFORMATION ON  
RETAIL SHOPPING BAGS

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Group Art Unit: 2173

Examiner: Unassigned

**INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

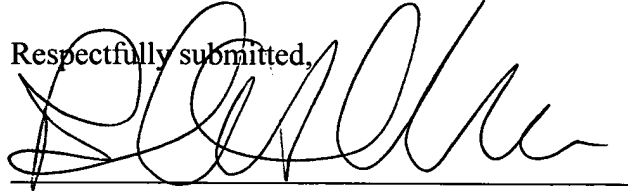
Applicant discloses to the Examiner under 37 CFR 1.56, and 37 CFR 1.97-1.98, the information listed on the attached form PTO/SB/08A, substitute for form 1449/PTO. This information may be found to be material to this invention under the current applicable patent law and as interpreted by the US PTO Rules, as cited above. Review and consideration of the listed references/information during substantive examination this application is respectfully requested.

Applicant specifically emphasizes that this statement, and/or the act of providing copies of these references, is not to be construed as an admission that all or any of the references are prior art to the specific invention disclosed and claimed.

Also, nothing in this statement is to be construed as a representation that this is the only information to be found, or the best. It, however, is the only information known to the applicant

at this time that is believed to meet the "materiality standard" of the law. If additional qualifying references or other information is discovered in the future, it will be submitted promptly to fulfill applicant's continuing duty of disclosure.

Respectfully submitted,



R. CHRISTIAN MACKE

Patent Attorney

Registration Number 37,667

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CERTIFICATE OF MAILING

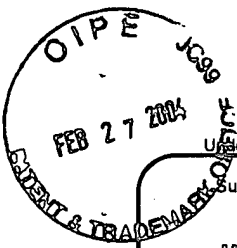
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R. CHRISTIAN MACKE



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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(Use as many sheets as necessary)

**Complete if Known**

Application Number	10/706,379
Filing Date	11/12/2003
First Named Inventor	Caplinger
Art Unit	2173
Examiner Name	
Attorney Docket Number	

Sheet 1 of 1

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 6,472,034 B1			
		US- 6,216,374 B1			
		US- 4,997,504 B1			
		US- 5,165,799 B1			
		US- 6,421,986 B1			
		US- 6,430,605 B1			
		US- 6,414,693 B1			
		US- 6,344,853 B1			
		US- 5,999,191			
		US- 5,640,835			
		US- 6,068,584			
		US- 6,073,372			
		US- 5,127,743			
		US- 5,035,515			
		US- 6,241,390 B1			
		US- 6,251,209 B1			
		US- 6,296,185 B1			
		US- 6,352,339 B1			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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